What Is Claimed Is:

1. A fiber reinforced wall covering material requiring less paint consumption to form an aesthetic outer surface comprising:

a non-woven fiber tissue or mat having an inner side and an outer side; and

a thermoplastic polymer coating applied to said outer side of said non-woven fiber tissue or mat.

2. The wall covering material of claim 1, wherein a visible surface of said thermoplastic polymer coating has a surface tension of at least approximately 30 dynes/cm.

3. The wall covering material of claim 1, wherein said thermoplastic polymer coating is applied to said non-woven tissue or mat at between approximately 5 and 200 g/m^2.

4. The wall covering material of claim 1, wherein said thermoplastic polymer coating is applied to said non-woven tissue mat at between approximately 30 and 60 g/m^2.

5. The wall covering material of claim 1, wherein said thermoplastic polymer coating comprises a matrix polymer resin selected from the group consisting of low density polyethylene, high density polyethylene, polypropylene, and combinations thereof.

6. The wall covering material of claim 5, wherein said thermoplastic polymer coating further comprises a mineral filler, wherein said mineral filler

comprises between approximately 1 and 50% by weight of said thermoplastic polymer coating.

7. The wall covering material of claim 6, wherein said mineral filler is selected from the group consisting of calcium carbonate, mica, talcum, clay, and combinations thereof.

8. The wall covering material of claim 1, wherein said wall covering material has a water vapor transmission rate of at least approximately 1 gram/m2 per day.

9. The wall covering material of claim 5, wherein said thermoplastic polymer coating further comprises an opacifying agent, wherein the amount of said opacifying agent in said thermoplastic polymer coating is sufficient to create an opacity in the wall covering of between approximately 70 and 90%.

10. The wall covering material of claim 9, wherein said opacifying agent comprises titanium dioxide.

11. The wall covering material of claim 1, wherein said non-woven fiber tissue or mat is comprised of predominantly a first fiber type, said first fiber type selected from the group consisting of inorganic fibers and mineral fibers.

12. The wall covering material of claim 1, wherein said non-woven fiber tissue or mat comprises a

non-woven fiber or mat having an area weight of approximately 20 to 60 g/m^2.

13. The wall covering material of claim 1, wherein said polymeric material comprises approximately a 45/5/50 by weight mixture of high-density polyethylene, titanium dioxide, and Papermatch®.

14. A method for reducing the amount of paint needed to coat a fibrous wall covering material, the fibrous wall covering material comprising a fiber tissue or mat having an inner surface and an outer surface, the method comprising the step of:

applying a first amount of a thermoplastic polymeric material to the outer surface of fiber tissue or mat to form a polymer coated wall-covering material.

15. The method of claim 14, further comprising the step of applying a corona discharge treatment to said polymer coated wall covering material to produce a surface tension on an outer visible polymeric surface of said polymer coated wall covering material of at least approximately 30 dynes/cm.

16. The method of claim 14, wherein the step of applying a first amount of a thermoplastic polymeric material to the outer surface of the fiber tissue or mat to form a polymer coated wall covering material comprises the step of applying between approximately 5 and 200 g/m^2 of a thermoplastic polymeric material to the outer surface of the fiber tissue or mat to form a polymer coated wall covering material.

17. The method of claim 14, wherein the step of applying a first amount of a thermoplastic polymeric material to the outer surface of fiber tissue or mat to form a polymer coated wall-covering material comprises the step of:

introducing a first amount of a thermoplastic polymeric material to the outer surface of the tissue fiber mat or through a flat extrusion die; and

compacting said first amount of said thermoplastic polymeric material and the tissue fiber or mat to form a polymer coated wall covering material.

18. The method of claim 14, wherein the step of applying a first amount of a thermoplastic polymeric material to the outer surface of fiber tissue or mat to form a polymer coated wall covering material comprises the step of applying a first amount of a thermoplastic polymeric material to the outer surface of fiber tissue or mat to form a polymer coated wall covering material, said thermoplastic polymeric material comprising a matrix polymer resin selected from the group consisting of a low density polyethylene polymer resin, a high density polyethylene polymer resin, a polypropylene polymer resin, and combinations thereof.

19. The method of claim 14, wherein the step of applying a first amount of a thermoplastic polymeric material to the outer surface of fiber tissue or mat to form a polymer coated wall covering material comprises the step of applying a first amount of a thermoplastic polymeric material to the outer surface of fiber tissue or mat to form a polymer coated wall covering material, said thermoplastic polymeric material comprising a

matrix polymer resin and a mineral filler, wherein said mineral filler comprises between approximately 1 and 50% by weight of said thermoplastic polymeric material.

20. The method of claim 14, wherein the step of applying a first amount of a thermoplastic polymeric material to the outer surface of fiber tissue or mat to form a polymer coated wall covering material comprises the step of applying a first amount of a thermoplastic polymeric material to the outer surface of the fiber tissue or mat to form a polymer coated wall covering material, wherein an outer visible surface of said polymer coated wall covering material is embossed with a surface structure that may facilitate distribution of subsequently applied wall paint.

21. The method of claim 14, wherein the step of applying a first amount of a thermoplastic polymeric material to the outer surface of fiber tissue or mat to form a polymer coated wall-covering material comprises the step of:

applying a first amount of a thermoplastic polymeric material to the outer surface of fiber tissue or mat to form a polymer coated wall covering material, said thermoplastic polymeric material comprising a matrix polymer resin, a mineral filler, and an opacifying agent,

wherein said matrix polymer resin is selected from the group consisting of a low density polyethylene polymer resin, a high density polyethylene polymer resin, a polypropylene polymer resin, and combinations thereof;

wherein said mineral filler is selected from the group consisting of calcium carbonate, mica, talcum, clay, and combinations thereof; and

wherein said opacifying agent is titanium dioxide.